

# California Arts Day

Ideas for Visual Arts Organizations,  
Galleries and Museums

*...From the Simple to the Sublime...*



- **Label** your events or exhibits that take place on or around October 6 as “Arts Day” events. This works especially well with coordinated same-day gallery openings.
- **Arts Day Logo.** Include the logo on printed materials for events or exhibits that take place on or around October 6, or during the month of October.
- **Host an Artist** to conduct mini-workshops for kids and/or adults in an informal environment. Possible theme: “What does Art do for my life?”
- **Offer a Lecture** on a featured art form, genre or artist to the general public.
- **Reception.** Label any reception planned in early October an “Arts Day” event.
- **Discounts.** Consider offering free admission or special discounts for your Arts Day events.
- **Restaurants.** Ask nearby local restaurants to offer Arts Day specials and promote that those restaurants are doing so when advertising *your* Arts Day programming.
- **Honor** a local official who has been very supportive of the arts in your community.
- **Recognition.** Have a local official make a presentation recognizing an artist or someone locally who has supported the arts.
- **Distribute information** about the value of the arts to your community and its residents.
- **Press.** Put out a news release indicating that your organization supports Arts Day in (your community) as it is celebrated throughout the state. [Sample available at the CAC website soon.]

For more on California Arts Day, October 6, 2006, go to: [www.cac.ca.gov/117](http://www.cac.ca.gov/117)

